



USDA/FAS TRADE MISSION TO ALIMENTARIA TRADE SHOW Mexico City

June 6 - 12, 2004



Limited to 8 companies.

- ★ Are you a U.S. exporter of consumer-ready products to the retail sector?
- ★ Do you want to learn how to break into the Mexican market?
- ★ Are your products in Mexico, but you want to increase your sales?

Join a U.S. Department of Agriculture Foreign Agricultural Service "FAS" sponsored trade mission to the Western Hemisphere's hottest market for U.S. agricultural products.

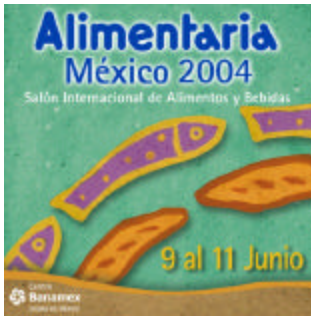
WHY GO TO MEXICO?

- Mexico is our third largest trading partner for food and agricultural products.
- U.S. high value exports to Mexico rose more than 40 percent from 1999 to 2003.
- 50% of Mexico's population is under 25 years old.
- In 2003, Mexico imported \$3.2 billion in consumer-oriented foods from the United States; 2003 imports grew 12% over 2002.
- More women are joining the labor force, which means greater demand for convenience foods and more meals in restaurants.
- There are over 3,600 retail stores in Mexico, including well-known U.S. chains such as Wal-Mart, Costco, and HEB, and well-known Mexican chains such as Gigante, Comercial Mexicana, and Soriana.

Call Julio at (202) 690-2494 for details!

ABOUT THE ALIMENTARIA MEXICO TRADE SHOW

Alimentaria is the only all food and beverage show in Mexico. This three-day show is focused on the retail and hospitality sectors.



Although the show's focus is Mexico, buyers come from all over Latin America. This is "the show" that retail buyers attend to find products. The timing of the show allows your product to be in the stores for the holiday season.

Booth size -- each firm will have half of a 9 square meter (about 100 square feet) booth in the USA Pavilion. The package includes carpet, electrical hookup, fascia for the exhibitor's name, table and chairs, and spotlights.

BEST PRODUCT PROSPECTS (as identified by FAS Mexico):

- Meat and meat products
- Seafood
- Poultry and poultry products
- Dairy products
- Frozen foods
- Wine, beer, and spirits
- Beverages
- Candy
- Canned foods
- Bakery products
- Time-saving convenience foods

Why Go on the Alimentaria Trade Mission with FAS? In addition to the booth, you will:

- ★ Have a personal trade aide to smooth your way in meetings by providing cultural guidance, interpretation, and transportation services. Your aide will also assist you in your booth.
- ★ Meet top importers, hotel, restaurant, and supermarket buyers.
- ★ Go on guided tours of supermarkets.
- ★ Listen to briefings by FAS staff.
- ★ Make contacts with at least six qualified trading partners at one-on-one meetings at their place of business.
- ★ Network with retail buyers, importers, and food and beverage managers at an FAS reception during the Alimentaria show.

FEE: Early Bird Registration \$2599.00 per company for the first five sign ups. \$2999.00 per company thereafter. Deadline is April 15, 2004.

Fees do not include lodging, airfare, meals, or incidentals. Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

Call (202) 690-2494 for details or an application!



Trade Mission Schedule
Subject to Change

Sunday, June 6	Orientation meeting at hotel Guided site tours of supermarkets
Monday, June 7	Speakers Program <ul style="list-style-type: none">• Overview of Mexican market One-on-one meetings with qualified trade partners
Tuesday, June 8 Morning Afternoon	 One-on-one meetings Alimentaria 2004 -- booth set up for Trade Show.
Wednesday, June 9	Alimentaria 2004 Evening reception
Thursday, June 10	Alimentaria 2004
Friday, June 11	Alimentaria 2004
Saturday, June 12	Return to the United States.

For additional information contact:

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